

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:1592
ANSWERED ON:27.02.2003
DECLINE IN QUALITY OF PROGRAMMES ON DD/AIR
BIR SING MAHATO;DUKHA BHAGAT

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether quality of programmes of Doordarshan and Akashwani have registered a sharp decline in these days;
- (b) if so, whether these agencies have to resort to retelecast, rebroadcast of the same serials/programmes/broadcast/telecast earlier;
- (c) if so, the steps the Government are taking to improve the quality of programmes of DD-I and DD-II;
- (d) whether the Government propose to review the functioning of Doordarshan and Akashwani; and
- (e) if so, the details thereof?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD)

(a): No, Sir.

(b): Does not arise.

(c) to (e): Prasar Bharati is a statutory autonomous corporation and enjoys autonomy in programme matters. Prasar Bharati has informed that Doordarshan have already revised guidelines for sponsorship of programmes/serials on its channels. A Creative Advisory Committee, constituted in 2002, which consists of eminent media experts from various fields of art, culture and journalism, regularly reviews creative contents of the national channel and of the news. Action has been taken for improving the style of presentation and of promotion of programmes. All programmes telecast by DD are previewed to ensure the aesthetic and technical quality. It is DD's endeavour to improve the quality of its programmes and it is a continuous process.